WHAT IS CLAIMED IS:

1. A method for collecting information related to an information distribution system, comprising:

        receiving user inputs at a terminal;

        collecting trend data based on the received user inputs; and

        reporting the collected trend data to a server in the information distribution system.

2. The method of claim 1, wherein each received user input corresponds to an event, the method further comprising:

        stamping each event with a time of occurrence for the event.

3. The method of claim 2, further comprising:

        associating each event with a source where the event occurred.

4. The method of claim 1, wherein the collected trend data is reported periodically.

5. The method of claim 1, wherein the collected trend data is reported upon receiving a request for the trend data.

6. The method of claim 1, wherein the trend data includes user interaction at the terminal.

7. The method of claim 1, wherein the trend data includes user demographic information.

8. The method of claim 1, wherein the trend data includes user selections for specific programming choices.

9. The method of claim 1, wherein the trend data is indicative of user preferences for programming.

1   10. The method of claim 1, wherein the user inputs include a selection for
2 a particular filter icon from among a plurality of filter icons provided in a user interface at
3 the terminal.

1   11. The method of claim 1, wherein the user inputs include a selection for
2 a particular program provided to the terminal.

1   12. The method of claim 1, wherein the user inputs include a request for a
2 particular program to be provided to the terminal.

1   13. The method of claim 1, wherein the user inputs include user
2 navigation through a user interface.

1   14. A method for collecting information related to an information
2 distribution system, comprising:
3   receiving user inputs at a terminal, wherein each received user input
4 corresponds to an event;
5   stamping each event with a time of occurrence for the event;
6   collecting trend data based on the events at the terminal; and
7   reporting the collected trend data to a server in the information distribution
8 system.

1   15. A method for collecting information related to an information
2 distribution system, comprising:
3   receiving trend data based on user inputs at a plurality of terminals; and
4   analyzing the trend data in accordance with one or more categories.

1   16. The method of claim 15, further comprising:
2   determining statistical information for the received trend data.

1   17. The method of claim 15, further comprising:
2   polling the plurality of terminals for the trend data.

1   18. The method of claim 17, wherein the plurality of terminals are
2   randomly selected for polling.

1   19. The method of claim 15, wherein the trend data is indicative of user
2   preferences relating to television viewing.

1   20. The method of claim 15, wherein the trend data is indicative of user
2   habits and preferences relating to use of an interactive program guide.

1   21. The method of claim 15, wherein each received user input corresponds
2   to an event at the terminal, and wherein the trend data includes a plurality of events
3   collected at the plurality of terminals.

1   22. The method of claim 21, wherein the analyzing includes
2   categorizing the events into time of day at which the events occurred.

1   23. The method of claim 21, wherein the analyzing includes
2   categorizing the events into day of week in which the events occurred.

1   24. The method of claim 21, wherein the analyzing includes
2   categorizing the events by geographic regions in which the events
3   occurred.

1   25. A method for providing information in an information distribution
2   system, comprising:
3   receiving trend data based on user inputs at a plurality of terminals;
4   analyzing the trend data in accordance with one or more categories; and
5   delivering contents to the plurality of terminals based at least in part on the
6   analyzed trend data.

1   26. The method of claim 25, wherein the trend data includes demographic
2   information collected for the plurality of terminals.

1 27. The method of claim 25, further comprising:

2 selecting and targeting contents for delivery to the plurality of terminals

3 based on the analyzed trend data.

1 28. The method of claim 27, wherein the targeted contents include

2 advertisements or programming, or a combination thereof.